**MIRIAM GINZBURG**
miriam.ginzburg@gmail.com · LinkedIn · 053-523-4582

## SUMMARY

Content Designer with a Master's in Human-Computer Interaction and experience across SaaS and big tech (ex-Meta & ex-Wix). I specialize in ux writing, designing system-level content frameworks, running data-driven experiments, and leveraging AI tools to build workflows. I bring a multicultural perspective from over a decade of living, studying, and working internationally.

## PROFESSIONAL EXPERIENCE

**Content Designer | Meta | Feb 2025 - August 2026**

- Led UX content strategy for Meta's Android Preloads program, designing global, system-level guidelines to optimize end-to-end interaction flows and ensure seamless cross-product consistency
- Leveraged AI tools for rapid prototyping, asset generation, string audits, and to accelerate workflows
- Collaborated with cross-functional teams including designers, PMs, engineers, legal, and data analysts to evaluate product metrics and safeguard privacy and legal standards with OEMs. Leveraging these insights, I shaped content hypotheses and designed product experiments that directly drove OKR success
- Established and scaled team mission statements, content guidelines, and design principles to build a unified foundation for scalable UX execution
- Led the team's first-ever accessibility and brand compliance audit

### UX Writer | Wix.com | 2020 - 2023

- Led content strategy for the Branded App product, from initial launch through two years of iterations
- Designed end-to-end content for mobile and desktop products with a focus on growth and first-time user experience
- Conducted user and market research, usability testing, and data analysis to inform content decisions
- Created content frameworks, glossaries, voice and tone guidelines, and UX documentation to support product consistency across teams
- Developed and clarified content processes, including design collaboration workflows and expedited localization processes
- Advised and collaborated with UX writers, designers, developers, PMs, marketing, and localization across the company
- Wrote inclusive and accessible content adhering to WCAG guidelines

### Content Design Consultant | Cavendish | 2023 Assignment

- Led voice and tone definition for the company's English-language web presence
- Advised on information architecture and content hierarchy to optimize readability and user experience
- Collaborated with leadership to define objectives and develop content designed to attract foreign investment

### Instructor, Combat Engineering Corps | Israeli Defense Force | 2014 - 2016

- Worked across multiple rank levels to plan and execute training programs for combat soldiers across classroom, simulation room, and field environments
- Translated complex technical material into clear, understandable content for diverse audiences
- Outstanding Soldier Award, 2015 & 2016

## EDUCATION & TRAINING

---

**MS, Human-Computer Interaction**
University College Dublin, Ireland | 2023 - 2024

- First Class Honours
- Thesis: Enhancing Inclusivity: Adapting Accessibility Guidelines for Collaborative Artificial Intelligence

**BA, Middle Eastern Studies, Counterterrorism & Homeland Security**
Reichman University, Israel | 2018 - 2021
**Mobile User Experience Course**
Nielsen Norman Group | 2023

## SKILLS & PROFICIENCY

---

- **Content Design:** UX Writing · Content Strategy · Information Architecture · Voice & Tone · Microcopy · Accessibility (WCAG) · Localization · Design Systems
- **Research & Data:** User Research · Usability Testing · A/B Testing · Experiment Design · Content Analytics · Mixed Research Methods
- **Design & Product Tools:** Figma · Miro · Jira · Notion · Smartling · Acrolinx
- **AI & Emerging Tech:** GenAI Prompting · AI-Assisted Workflows · Vibe Coding
- **Languages:** English (native) · Hebrew (native) · Spanish (elementary)
- **Other:** Extensive experience working and collaborating in multicultural environments (lived, studied, and worked in the USA, Israel & Ireland)

## OUTSIDE THE OFFICE

---

When I'm not designing content, you can find me exploring the great outdoors, curling up with a good book, and spending time with my family.